



BELLE RETAIL RANGE

Belle margarine spread is suitable as breakfast spread, baking, for cooking and shallow frying. Specially formulated for the consumers preferring softness and creamy taste at breakfasts, Belle spread is an indispensable margarine for all families. Belle spread retains its natural light yellow colour even after frying and preserves the natural taste of fried meals.

It may be used in all types of fried, cold or hot meals and salads conveniently. Marked for its quality, lightness and flavour, it is also healthier since it contains zero cholesterol

Belle – The Healthier choice

- ✓ Over 60% of Belle spread fat content is sunflower oil - your healthy fat alternative.
- ✓ At zero cholesterol levels, Belle does not contain cholesterol which can clog your arteries, increasing the risk of heart attack and stroke.
- ✓ Belle margarine spreads are Non-Hydrogenated

Sunflower: The Better Seed

Belle Spread is predominantly sunflower oil based spread. Every tub of Belle Premium contains the essential oils of Sunflower and other vegetable oils to produce a product that tastes great and is good for you.

Sunflower oil is a naturally rich source of Omega-3 and Omega-6 fatty acids. It also has vitamin E, lecithin and carotenoids. Lecithin is known to be effective in protecting and repairing cells in tissues of liver, nerve and brain. Vitamin-E is a good antioxidant. It is known to assist in the repairing of tissues and organs as well as assists retarding aging. Our sunflower oil are refined, bleached and deodorizing from 100% pure sunflower seed oil in ISO accredited facilities.

Sunflower oil is a naturally rich source of polyunsaturated fats. Polyunsaturated fats, like monounsaturated fats, are commonly referred to as "good fats" because they do not increase cholesterol levels in the body, unlike the saturated fats. Polyunsaturated fats contain the essential Linoleic acid (omega-6) and alpha-linolenic acid (omega-3), the two essential fatty acids which are needed to ensure good health, vitality and clear skin. These essential ingredients cannot be made by the body and so must be provided by the foods in our diets. A lack of these essential fats can lead to deficiency symptoms, such as dry and scaly skin, excessive thirst and impaired liver function.



Belle and non-hydrogenation:

Vegetable oils are generally liquid at room temperature, so how is it that we have margarine which is solid. The commonly used process involved in this transformation is called hydrogenation. Resulting in a solid fat that does not go rancid easily. This process is traditionally achieved through the hydrogenation of the liquid oils.

Recent scientific research shows that this hydrogenation process changes the nature of some of the fats into a form that is not easily recognised by the body - these being Trans Fatty acids, also known as TFA. This hydrogenation process strips the oil of its natural molecular structure. The human body is unable to use these un-natural trans fatty acids so the human liver sees them as toxic waste and proceeds to detoxify and eliminate them. Trans-fatty acids are one of the most toxic wastes that can be inside your body. TFA is known to have the capacity to block the body's ability to use essential fatty acids. Above all Trans Fatty Acids are thought to be a major contributor to cardiovascular diseases.

Belle is NOT Hydrogenated. So every time you spread Belle on your toast, use it to bake your favourite cake or for frying you can be rest assured that you are using a product that has your health at its best interest.

Belle – your ideal NON – HYDROGENATED spread.

Benefits of Belle Premium margarine spread

- ✓ Belle spread is unique, offering the consumer the best of taste and health properties.
- ✓ Belle is made from non- Hydrogenated Oils
- ✓ Belle is rich in Omega 3 & 6
- ✓ Belle contains cholesterol free - heart friendly oils
- ✓ Belle is enriched with the goodness of Vitamin A & D
- ✓ Belle Contains no Artificial Colours & Flavours
- ✓ Belle is Virtually Trans Free
- ✓ Belle is Foil sealed packaging
- ✓ Rectangular Belle margarine package makes it easier to store in the home refrigerator.



The Freshness & Protection of a Belle Premium Foil Sealed Pack.

By foil sealing the Belle spread, we have ensured that the Belle spread consumer enjoys a product which is:

- ✓ Tamper evident
- ✓ Leak prevented
- ✓ Freshness Retained
- ✓ Protection from pilfering
- ✓ Product quality is sustainability

BELLE PREMIUM –TECHNICAL DATA

Ingredient Listing:

Vegetable fats & oils (65 %) of which Sunflower oil is 39%, Water, Emulsifiers (vegetable monodiglycerides, soy lecithin), Salt, Preservative (potassium sorbate), Acidity regulator (citric acid), Vitamin A, vitamin D, Natural identical butter flavour, Colouring agent (beta carotene)

BELLE 250GRM

Code Taste	Weight	Tub dimension	Carton Dimension
12313 Buttery	250g	135mm x 90mm x 65mm	365mm x 280mm x 270mm

Carton weight: 8kg gross
Packing: 32x250g Tub
Shelf Life: 365 days

BELLE 500GRM

Code Taste	Weight	Tub dimension	Carton Dimension
12318 Buttery	500g	152mm x 100mm x 80mm	405mmx305mmx 152mm

Carton weight: 8kg gross
Packing: 16x500g Tub
Shelf Life: 365 days